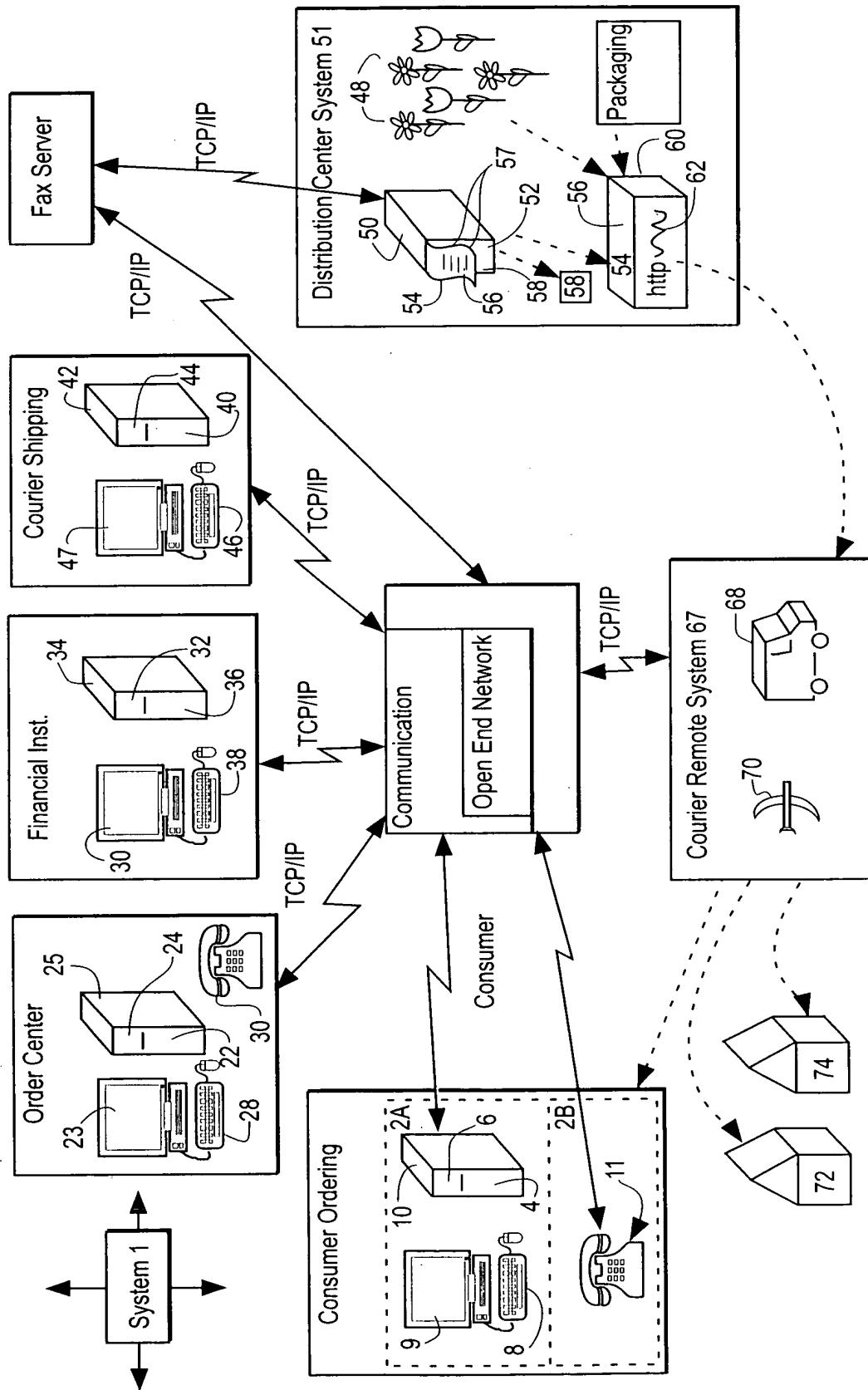




FIG. 1





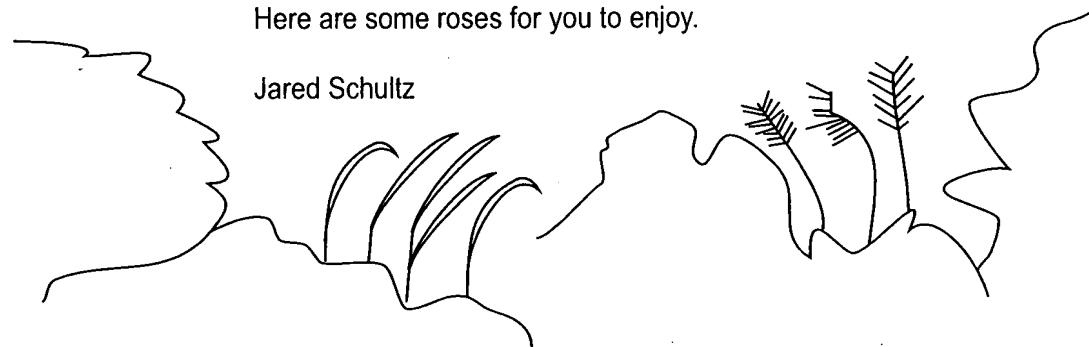
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FIG. 2

Order: Blue Irises [20IRIS ST]
Order Nr: JSCHU8113300 (Sheet 1 of 1)
Quantity: 1
Order Date: 23 April, 1998
Deliver By: 24 April, 1998
Ship To: Nicholas Rodgers
Proflowers, Inc.
8436 S. Yarrow St.
Littleton, CO 80123 US
Phone: 303-555-5555

Here are some roses for you to enjoy.

Jared Schultz



SHIPPER'S FEDEX ACCOUNT NUMBER



From: Phone: (303)415-9806

ProFlowers.com
850 Mitten Rd.

Burlingame, CA 94010
To: Phone: (303)555-5555
NICHOLAS RODGERS
PROFLOWERS, INC.
8436 S. YARROW ST.

Littleton, CO 80123

REF:JSCHU8113300 (1 of 1)

DELIVERY ADD K833

TRK # 7900 7883 4884 PRIORITY OVERNIGHT

FORM ID: 0201

DEN

801-CO-US

WN BJC

FedEx

Federal Express

SHIP DATE:23APR98
MAN WGT:5LBS.
DIMMED:34X8X6

RELEASE#:
6208951

FRI
AI

Deliver by:
24APR98





FIG. 3

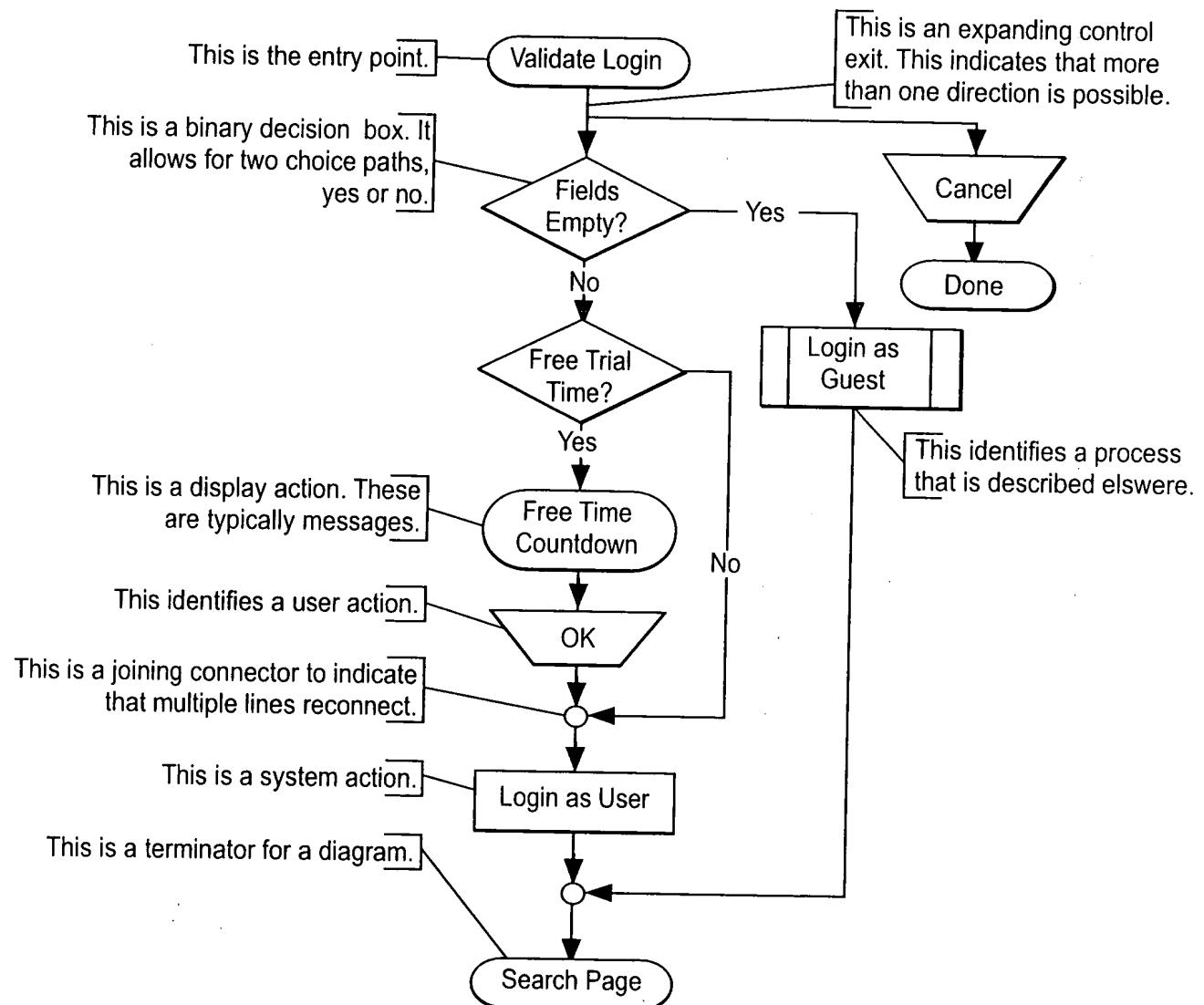
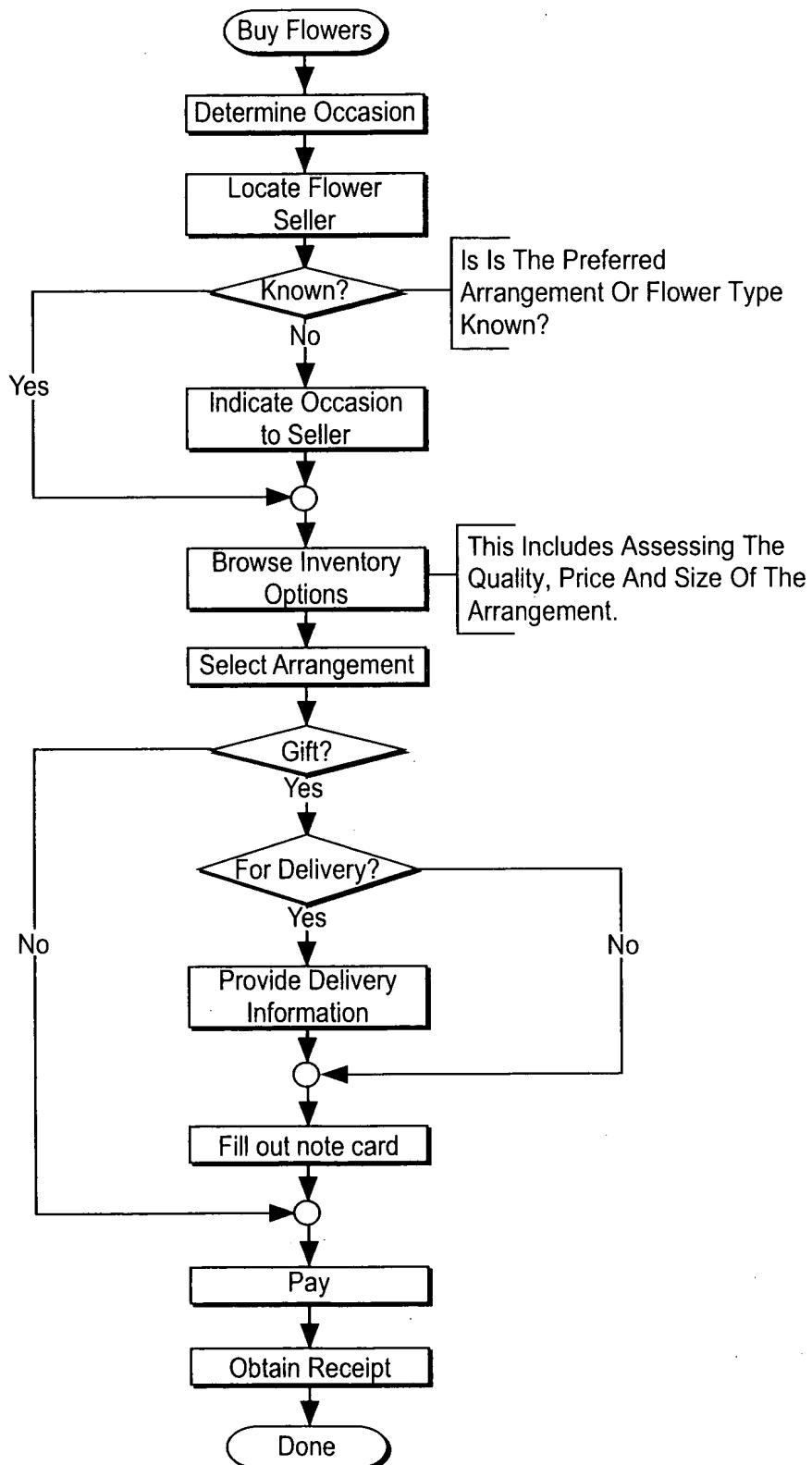




FIG. 4



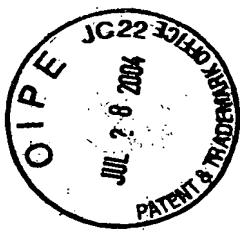
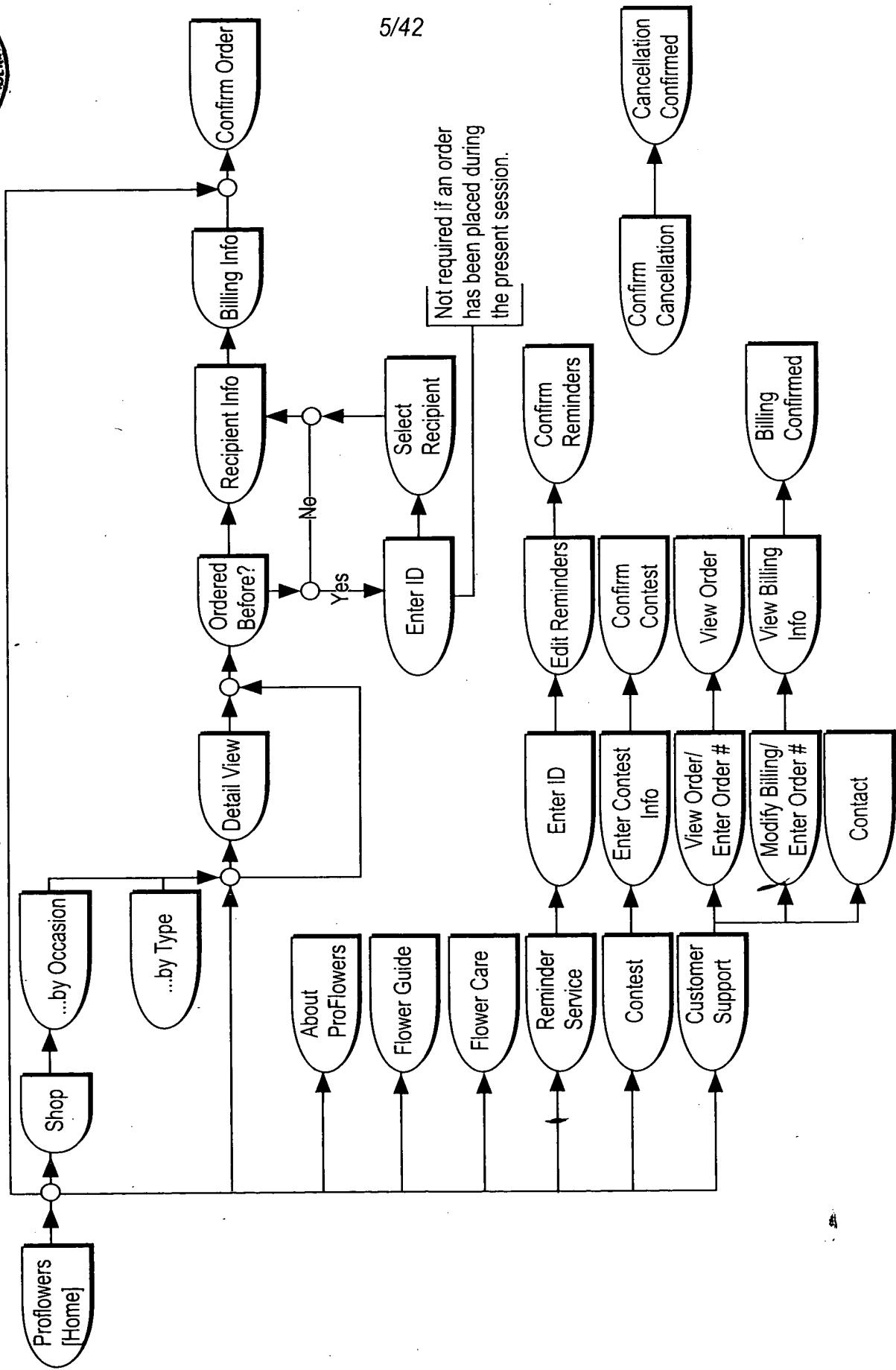


FIG. 5



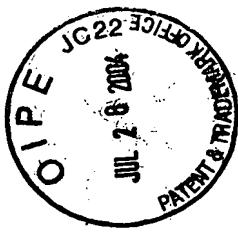


FIG. 6

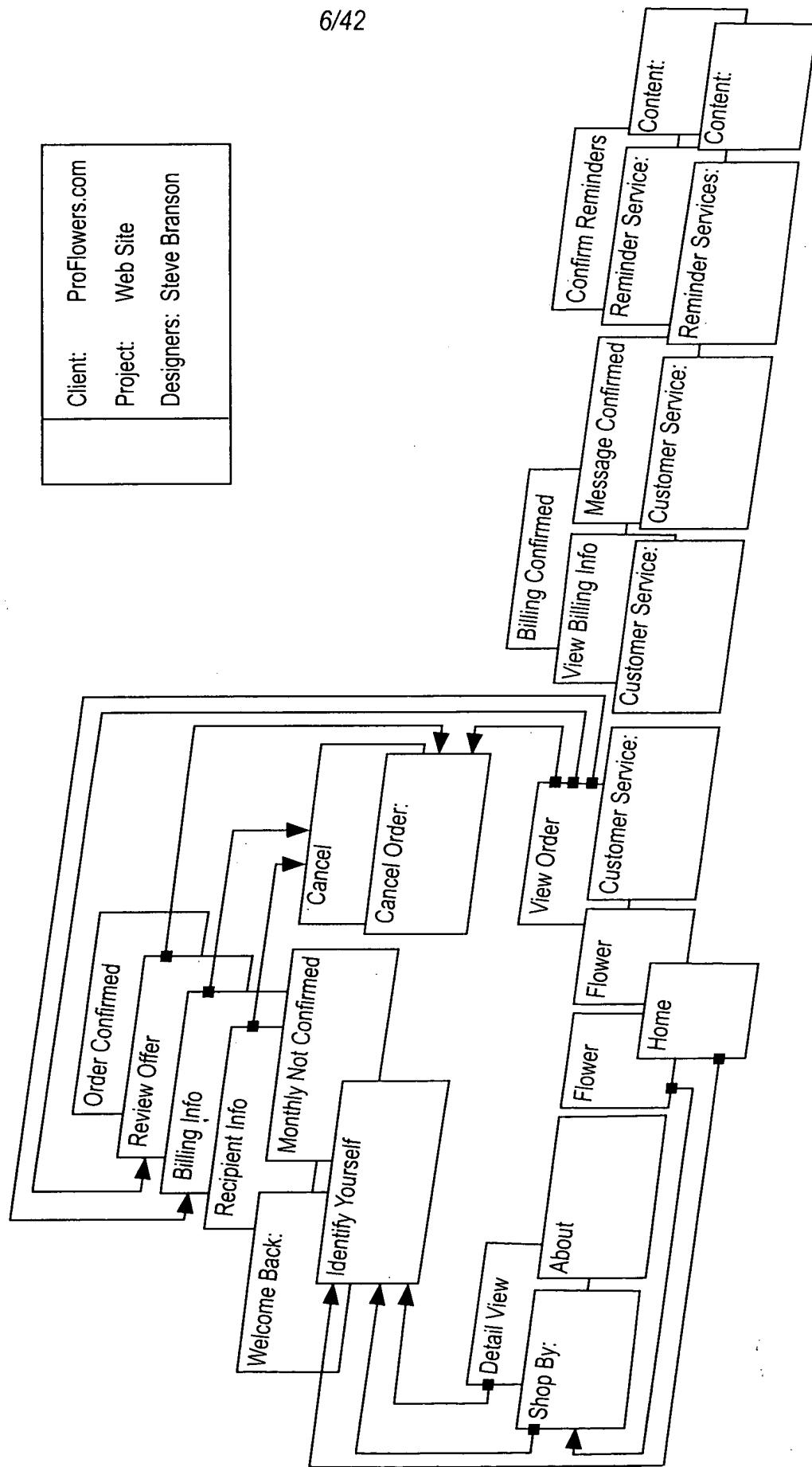




FIG. 7

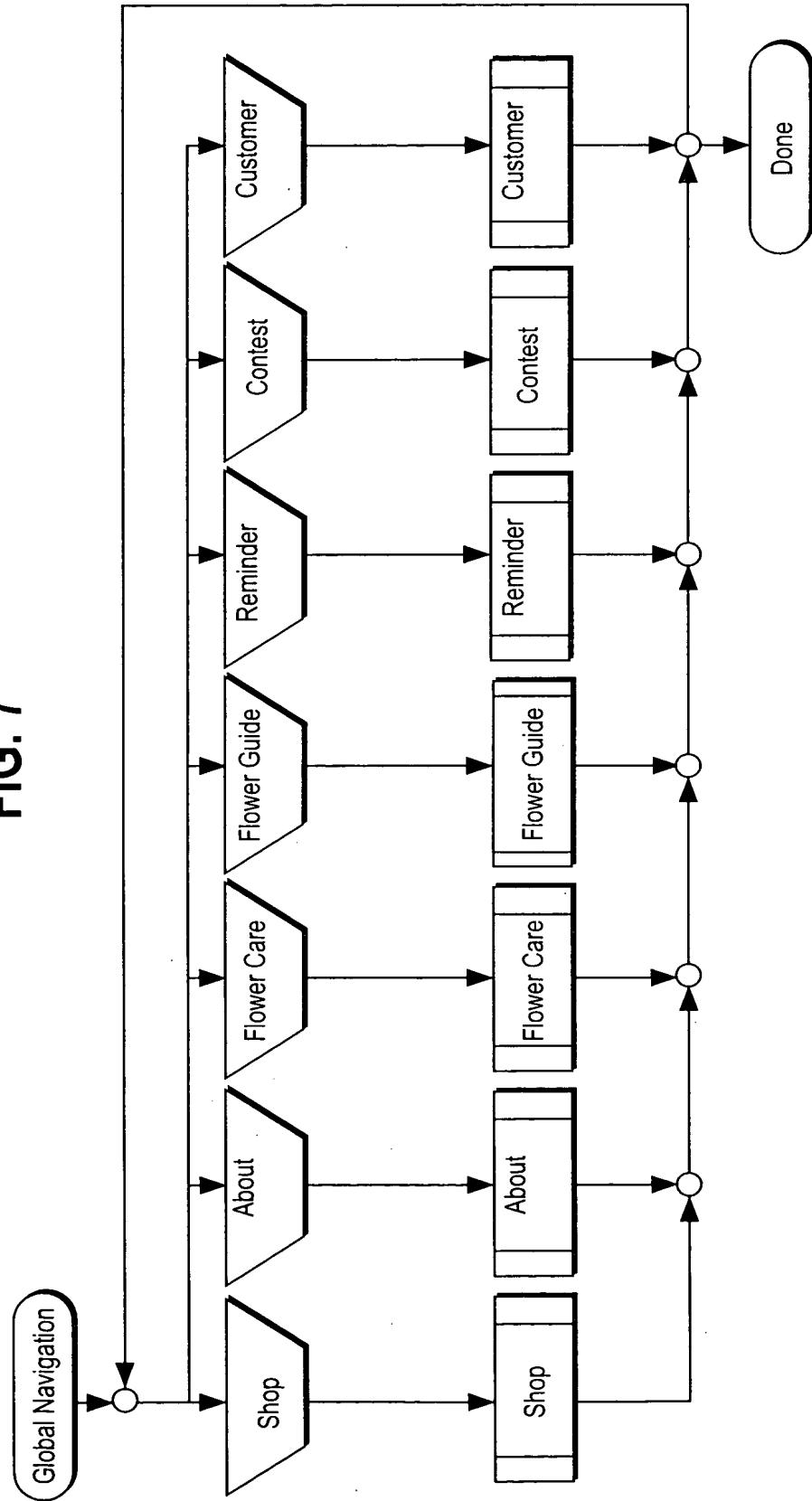
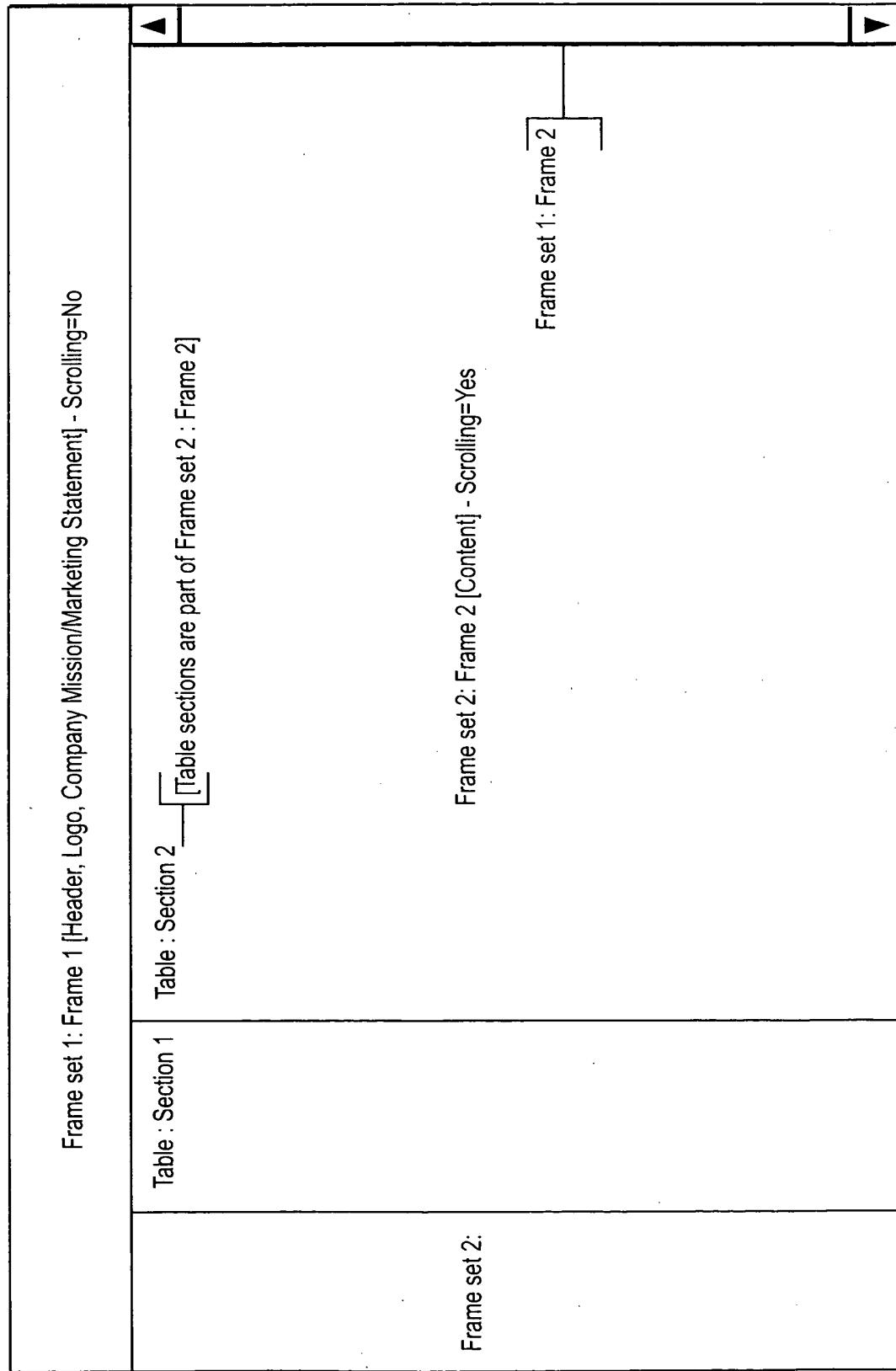
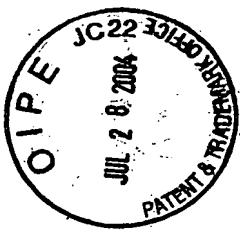




FIG. 8



**FIG. 9**

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Welcome to Proflowers.com!

► Tip: You may browse our
Shop: or

► Features:

► Customer Service:

► More Arrangements

► Click for Details

► Click for Details



FIG. 10

The screenshot shows the Proflowers.com homepage. At the top, a banner reads: "Proflowers.com ships all arrangements FedEx Overnight directly from growers! All arrangements are packed in ice, and include plant food & care guide." Below the banner, the main heading "Welcome to Proflowers.com!" is displayed. To the left of the main content area, a sidebar features a "Shop" button and two dropdown menus: "select an occasion" and "select a flower type", with a "Show Me" button. The main content area includes a "Tip" section with the text "You may browse our" and a downward arrow. Below this are sections for "Features" (About Proflowers.com, Flower Guide, Flower Care), "Customer Service" (select a service option), and "More Arrangements" (Reminder Service, Monthly Contest). The "About Proflowers.com" section contains a small image of a flower arrangement.



FIG. 11

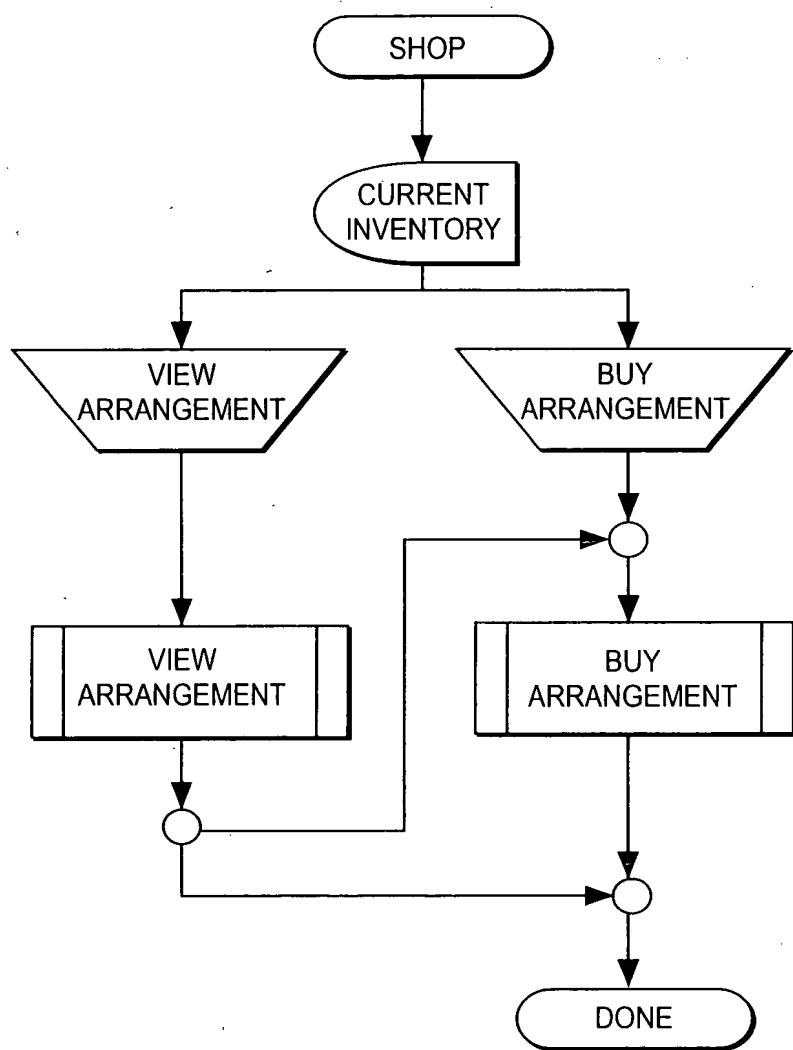
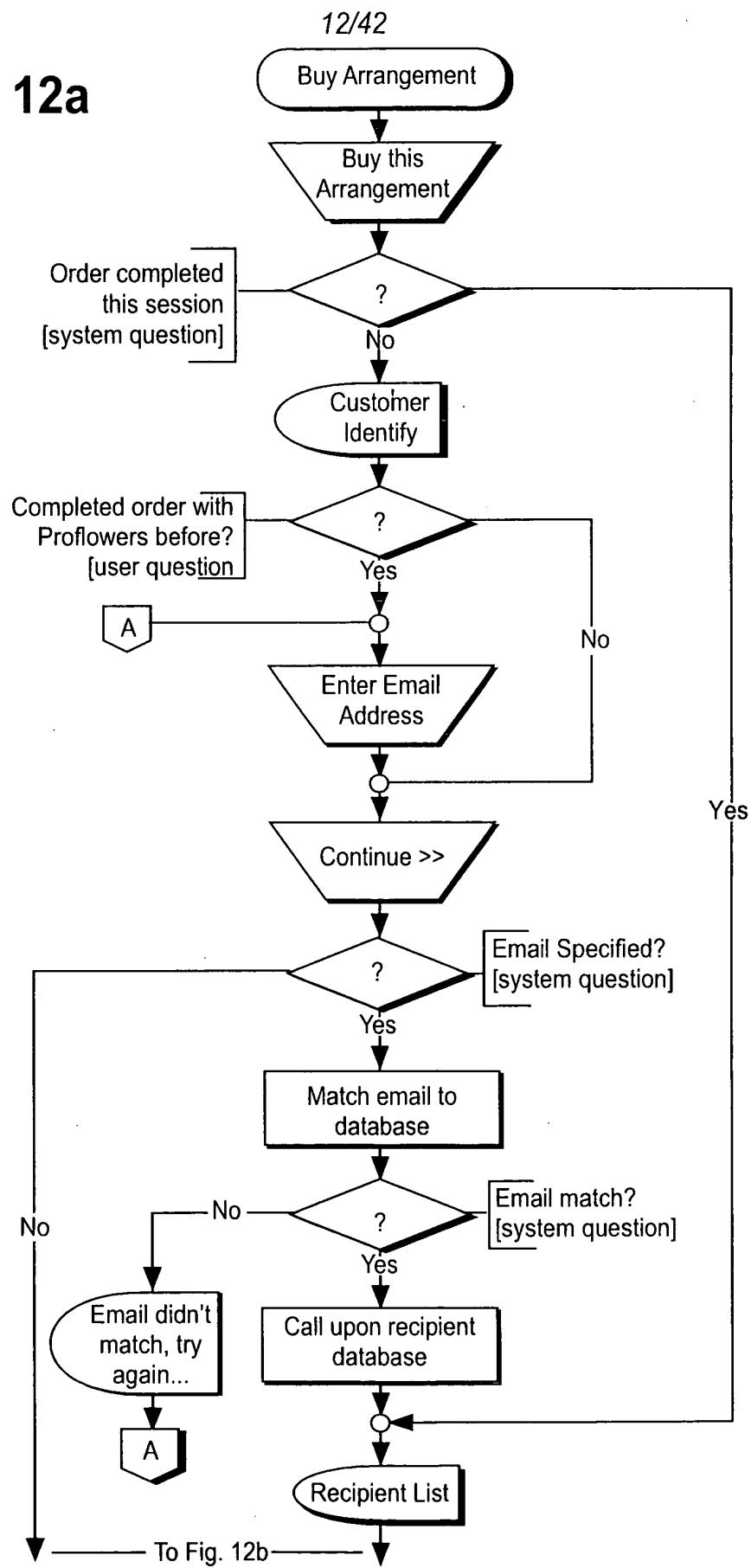
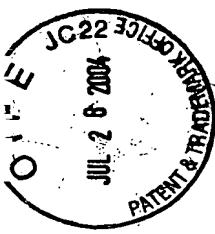




FIG. 12a

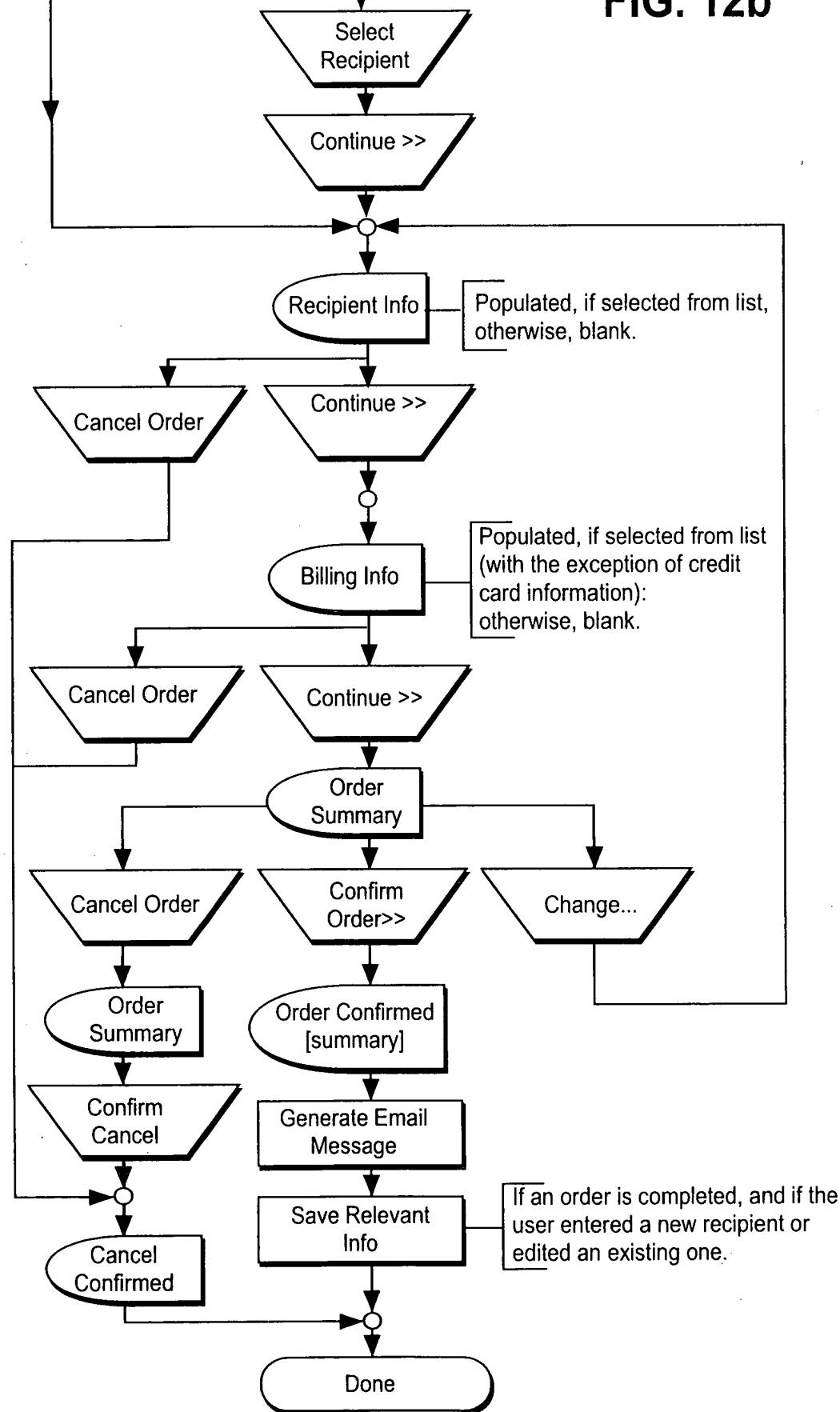




FROM FIG. 12a

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FIG. 12b



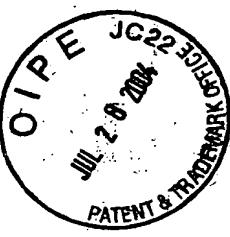


FIG. 13

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or

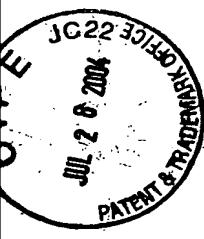
Home

Features:

Customer Service:

◀ ▶

◀ ▶

**FIG. 14**

Proflowers.com

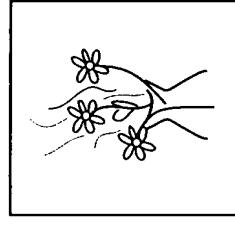
Shop:

- ◀ [Select an occasion](#) ▶
- or
- ◀ [Select a flower type](#) ▶

[Show Me](#)

Occasion / Type Arrangement Detail

An arrangement of



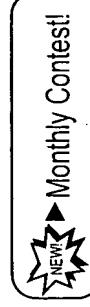
Perfect for Easter or

Features:

- ◀ [About Proflowers.com](#)
- ◀ [Flower Guide](#)
- ◀ [Flower Care](#)

Customer Service:

- ◀ [Select a service option](#) ▶



Compare At: \$39.99
Our Price: \$29.95 plus S&H

[Buy this arrangement](#)

**FIG. 15**

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or or or

Features:

Customer Service:

Tell us who you are...

► Placed an order before? Enter your email below:
► New Customer? Just leave the space blank and click "Continue>>"

Your email address:

Proflowers.com feels strongly about our user's privacy.



FIG.16

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:

Home

<select an occasion> or
<select a flower type>

Show Me

Whoops!

Features:

About Proflowers.com
Flower Guide
Flower Care

Customer Service:

<select a service option>

Continue>

Your email address:

Proflowers.com feels strongly about our user's privacy.

Reminder Service

Monthly Contest!

NEW!

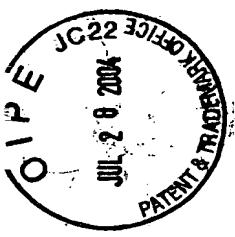


FIG. 17

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or

Features:

Customer Service:

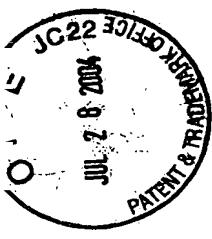
Send this arrangement to: >

Welcome back, User Name!

You have selected the Arrangement Name for \$29.95 plus S&H

► Tip: If you are sending this arrangement to someone new, select "New Recipient".

◀

**FIG. 18**

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or

Recipient Information : mandatory fields

► Quantity: arrangement(s) @ \$29.95 ea. plus S&H

► Card Message:  To make sure the card prints

► Please ship to: Proflowers ships only to the United States, its Territories and Canada.

First Name: ✓
Last Name: ✓
Address 1: ✓
Address 2: ✓
City: ✓
State/Prov.: ✓ Zip/Postal Code: ✓

► Delivery Info:
Deliver On: ✓ Okay to leave if recipient not present.
Unchecking this option may cause delays leading to



FIG. 19

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or
► <select an occasion> or
► <select a flower type> or
Show Me

Features:
► About Proflowers.com
► Flower Guide
► Flower Care

Customer Service:
► <select a service option>

Billing Information: (✓) : mandatory fields
► Please bill to:
First Name: ✓
Last Name: ✓
Address 1: ✓
Address 2: ✓
City: ✓
State/Prov.: ✓ Zip/Postal Code: ✓
Phone: ✓

Billing Method:
Credit Card: <select card> ✓ Exp. Date: (mm/yy) ✓
Cardholder: ✓
Account #: ✓

Your Credit Card information is stored on a separate server, and is completely secure.

► Email Address:
Your email address will be used to recall your saved profile and to notify you if there
 Please email me about special Proflowers.com offers and specials.

**FIG. 20**

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or
 <select an occasion>
 <select a flower type>

Features:

Customer Service: <select a service option>
" style="border: 1px solid black; border-radius: 5px; padding: 5px 10px; margin-right: 10px;"/>

◀ ▶



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FIG. 21

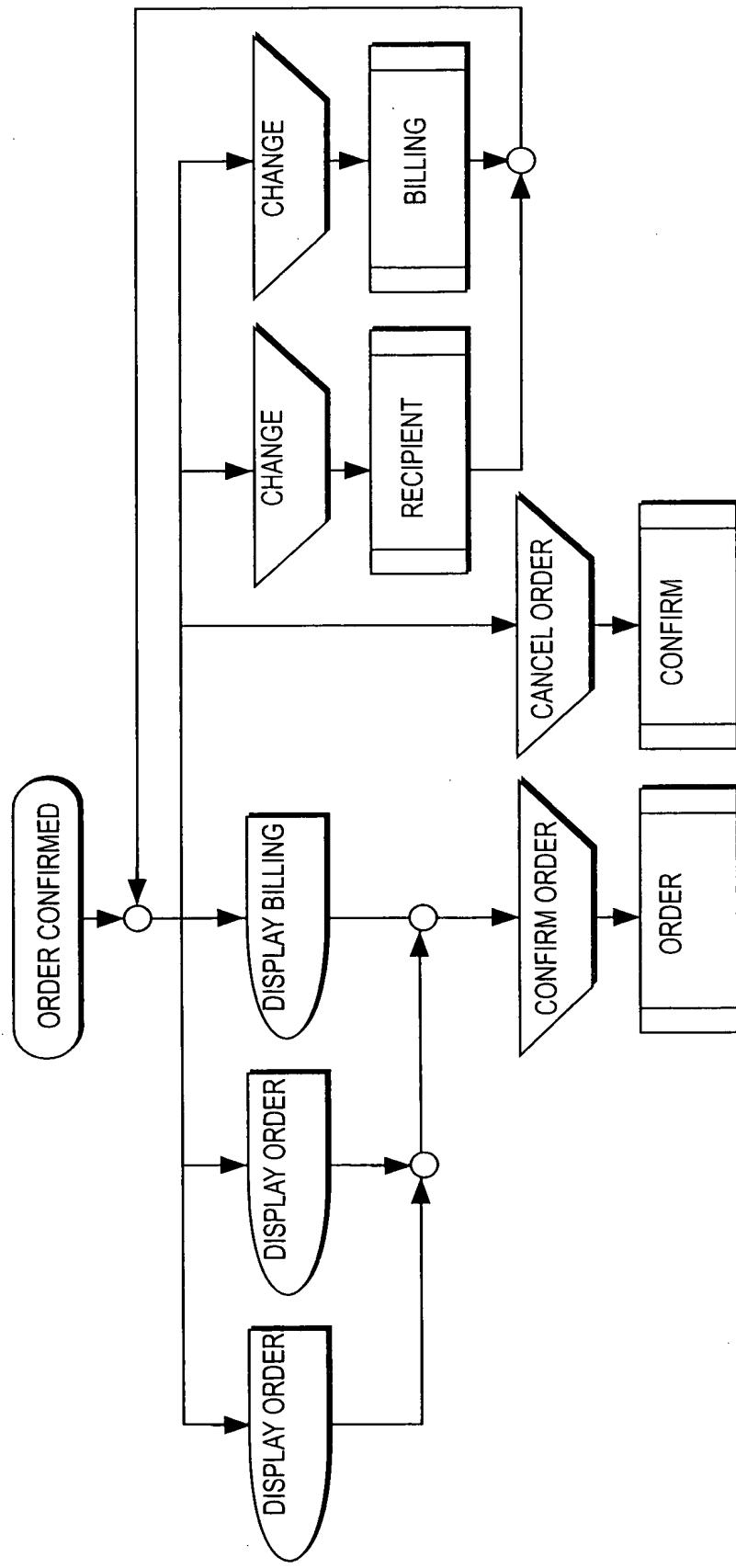




FIG. 22

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Shop:

- <select an occasion>
- <select a flower type>

Order Confirmed:

- Show Me
- Features:
- About Proflowers.com
- Flower Guide
- Flower Care

Customer Service:

◀ **<select a service option>** ▶

A black-bordered starburst graphic containing the text 'NEW!' in a bold, sans-serif font at the bottom, and 'Monthly Contest!' in a larger, bold, sans-serif font above it, rotated 45 degrees counter-clockwise.

Recipient Name

Done

Place Another Order

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

or

<<select an occasion>>	▼
<<select a flower type>>	▼

<select a flower type> ▶

- Show Me
- Features:
- About Proflowers.com
- Flower Guide
- Flower Care

Customer Service:

◀ **<select a service option>** ▶

A logo for 'Reminder Service' featuring a blue arrow pointing right, the text 'Reminder Service' in blue, and a small blue icon of a notepad with 'May' written on it.

► Monthly Contest!

Recipient Name

[Place Another Order](#)

1

1

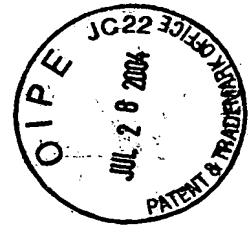


FIG. 23

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

◀ ▶

Proflowers.com

Shop:
► or
► ▶
► ▶
►

Features:
► About Proflowers.com
► Flower Guide
► Flower Care

Customer Service:
► ▶

Exceptional Value

We Appreciate Your Business

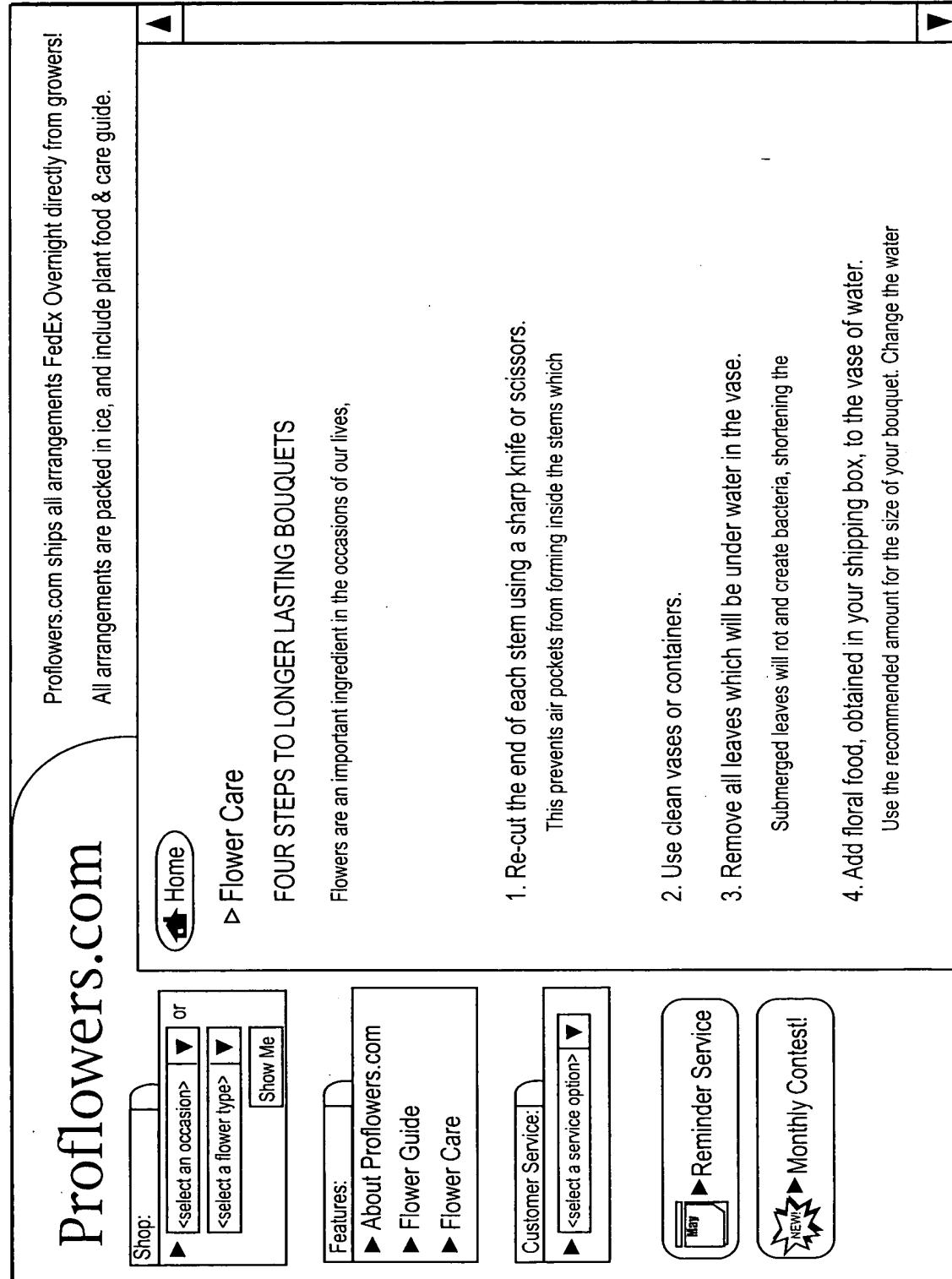
► 

► 

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FIG. 24



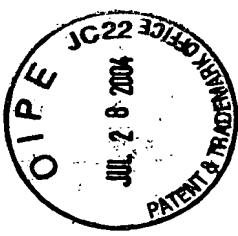


FIG. 25

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or

Features:

Customer Service: NEW!

The Rose
"The rose is one of the oldest flowers known to man, The Rose is the flower of love. It was created by

Quoted from Pickles, Sheila. *The Language of Flowers* (New York: Harmony Books, 1989)

Red Roses
Red roses signify love, blah, blah, blah...

White Roses
White roses signify friendship and wellness, blah, blah, blah...

The Tulip
"Perhaps best known for their tulips, Holland has blah, blah, blah..."

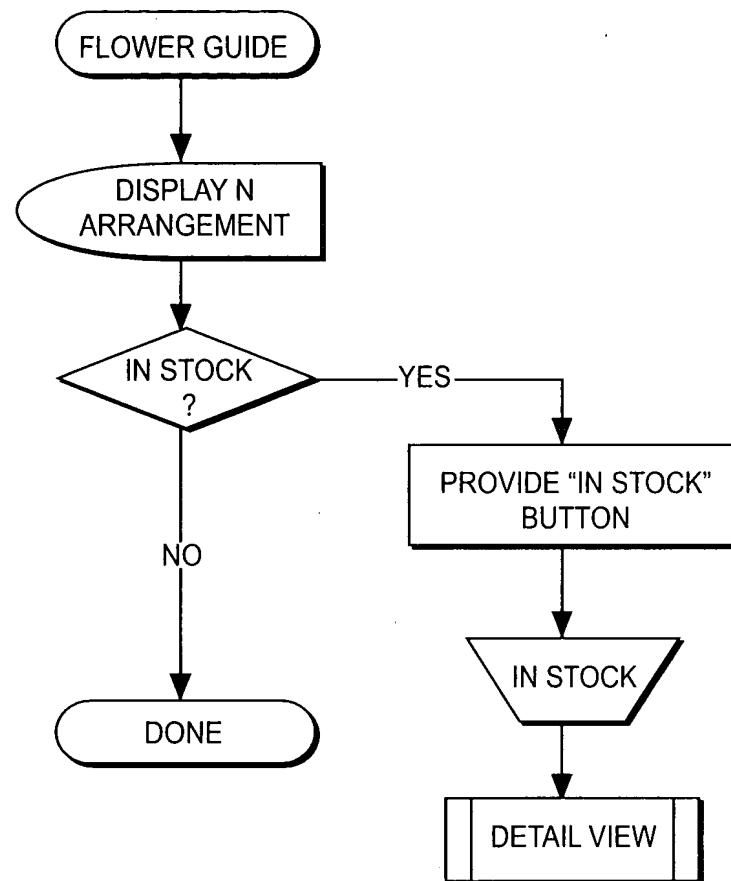
Red Tulips
Red tulips signify undying devotion and love blah, blah, blah...

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FIG. 26



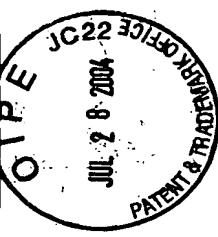


FIG. 27

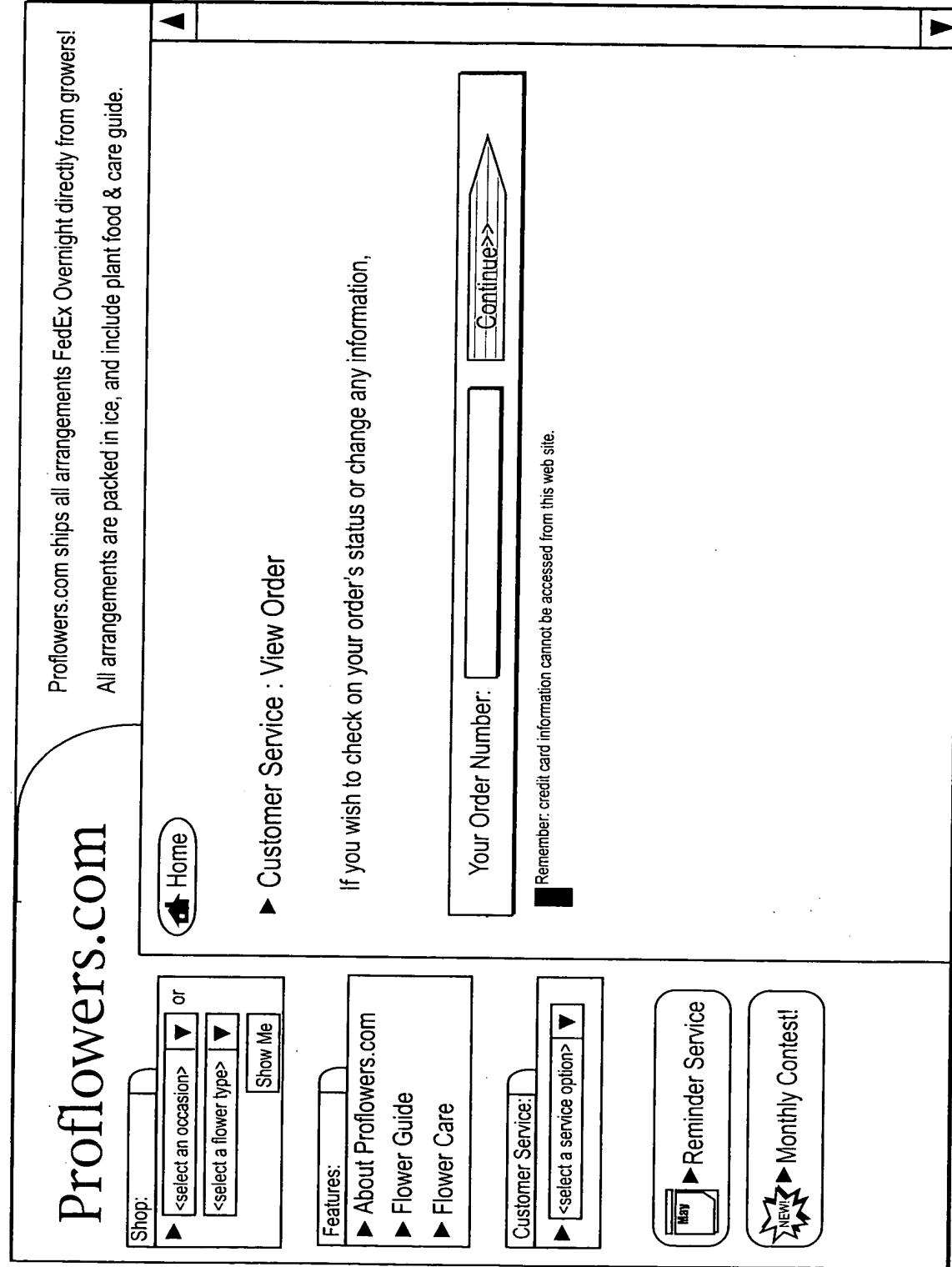




FIG. 28

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:
► or
► or
► or

Features:
► or
► or
► or

Customer Service:
► or
► or
► or

► Customer Service : View Order

Order Number:

Item: Order Status:

Item Name: Price: Shipping: Total:

Ship to: Delivery Date:

Recipient Name: Change...

Bill To: Change...



FIG. 29

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:

► ▶ or
► ▶

Features:

Customer Service: ▶

► ▶ ▶

►

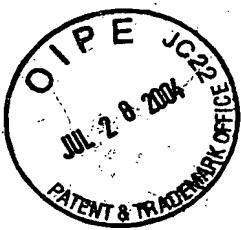
► Has not shipped

►

Item Name	1	\$29.95	\$4.95	\$34.80
Recipient Name	Happy Holidays 4/20/98			

►

►

**FIG. 30**

Proflowers.com

Proflowers.com ships all arrangements FedEx OverNight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or
► ▶
► ▶

Order Canceled:
► Your order has been cancelled, and you will not be charged.

Features:
► About Proflowers.com
► Flower Guide
► Flower Care

Customer Service:
► ▶
►
► NEW!

**FIG. 31**

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or
► ▼
► ▼

Customer Service : Modify Billing
Need to change your credit card or billing address?

Please enter the Order Number of the order for which

Your Order Number: Continue>>

Features:
►
►

Customer Service: ▼
 ►
►

Remember: credit card information cannot be accessed from this web site.



FIG. 32

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!

All arrangements are packed in ice, and include plant food & care guide.

Shop:

► <select an occasion> ▶ or
► <select a flower type> ▶
Show Me

Home

Modify Billing Information: (✓) : mandatory fields

► Please bill to:

Verify that your billing information is correct:

First Name: First Name ✓
Last Name: Last Name ✓
Address 1: Address 1 ✓
Address 2: Address 2 ✓
City: City ✓
State/Prov.: ST ▶ ✓ Zip/Postal Code: 92001 ✓
Phone: ✓

► About Proflowers.com
► Flower Guide
► Flower Care

Features:

Customer Service: ▶
► <select a service option> ▶
Map

► Billing Method:

If you received a notice that your card has been declined, enter new card information here:

Credit Card: <select card> ▶ ✓ Exp. Date: (mm/yy) ✓
Cardholder: ✓
Account #: ✓

Your Credit Card information is stored on a separate server, and is completely secure.

Cancel this Order

Continue >



FIG. 33

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or
 or
 or

Features: or
 or

Customer Service: or
 or
 

Modify Billing Information : Confirmed

► Thank You!
Your billing information was successfully updated, and we will

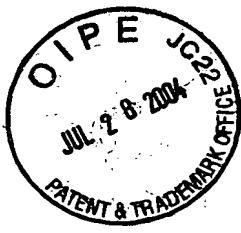


FIG. 34

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:
► <select an occasion> ▶ or
► <select a flower type> ▶
Show Me

Features:
► About Proflowers.com
► Flower Guide
► Flower Care

Customer Service:
► <select a service option> ▶

► Customer Service : Contact Proflowers.com
Proflowers, Inc.

► Got a question or complaint?

► Want to modify or cancel an order?

Your Email: ▶

If this id regarding a specific order, enter the order number here:
Order #:

► Reminder Service

► Monthly Contest!

Message: ▶

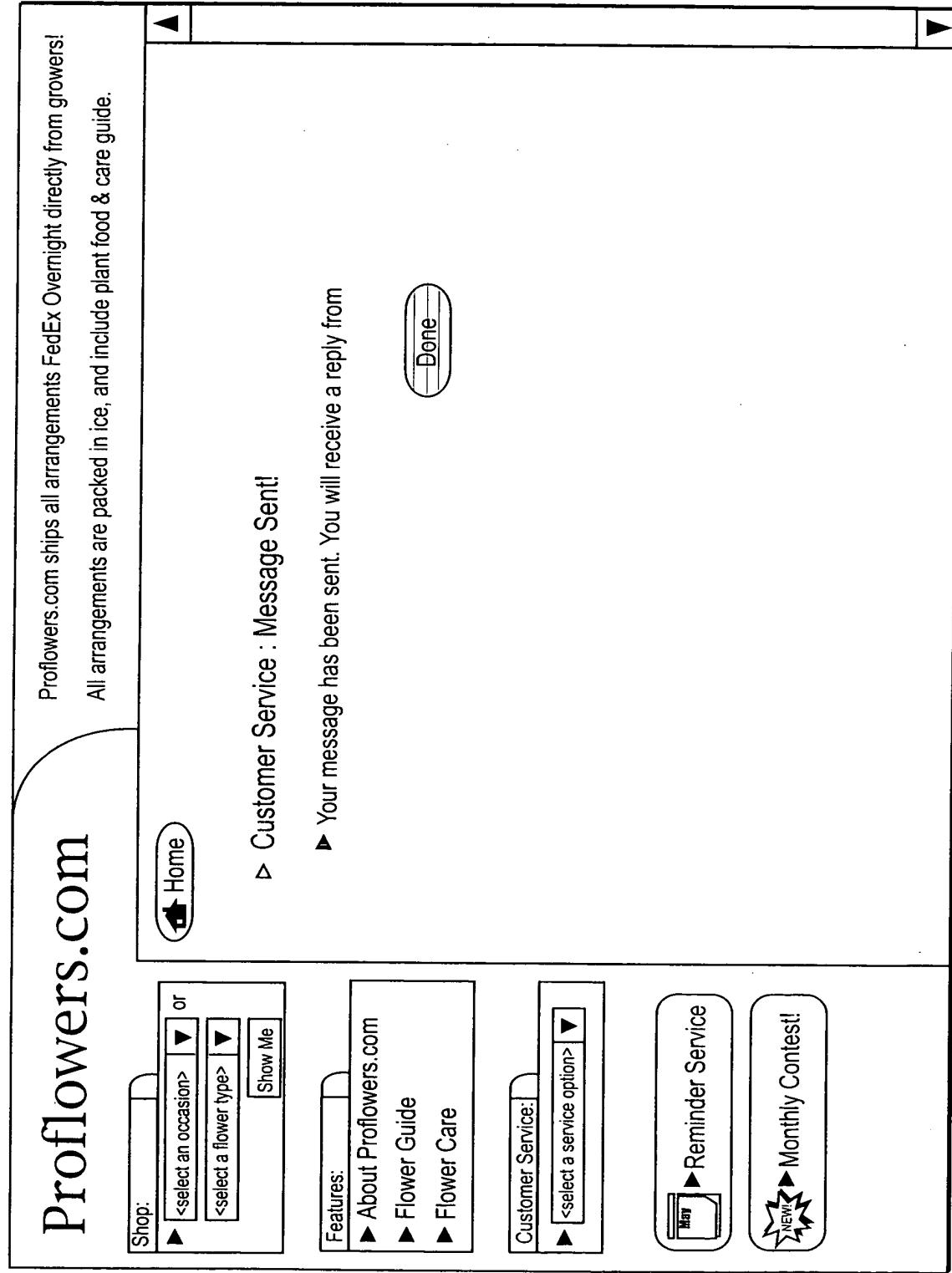
Cancel Message

Send Message

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FIG. 35



**FIG. 36**

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or

Features:

Customer Service:

Reminder Service

Never miss another important flower day!

Register with our Reminder Service, and receive reminders and

Your email address:

► Tip: if you've already registered with the Reminder Service, enter your



FIG. 37

**FIG. 38**

Proflowers.com

Proflowers.com ships all arrangements FedEx OverNight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: or

Features:

Customer Service:

► **Reminder Service : Confirmed!**
Your Email: your-email@domain.com

► Reminders:
Your reminder will appear in your email 2 weeks before the specified date.

Occasion: mm / dd
Mother's Day 05 / 10
Spouse's Birthday 08 / 29

**FIG. 39**

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop: ▶ ▶ or ▶

Features:

Customer Service: ▶

◀ Home ▶ Monthly Contest
FREE ROSES FOR MOTHER'S DAY

Submit a brief story to us (no longer than one paragraph) about how (✓) : mandatory fields

First Name: ✓
Last Name: ✓
Email Address: ✓
Phone: ✓
Your Story: ✓

**FIG. 40**

Proflowers.com

Proflowers.com ships all arrangements FedEx Overnight directly from growers!
All arrangements are packed in ice, and include plant food & care guide.

Shop:

► <select an occasion> ▶ or
► <select a flower type> ▶
Show Me

Features:

► About Proflowers.com
► Flower Guide
► Flower Care

Customer Service:

► <select a service option> ▶

► Monthly Contest : Entry Confirmed!

Thank you for your contest entry.
We will contact you if you are a winner!

First Name: _____

Done

► Reminder Service

► Monthly Contest!

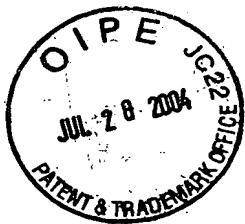
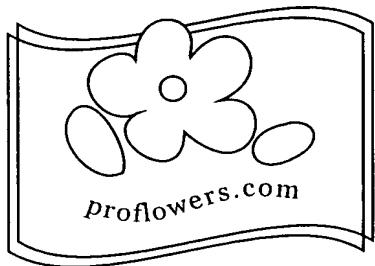


FIG. 41

AFFILIATES PROGRAM

<http://www.proflowers.com/cfm/affiliates.cfm/>



Select an Occasion 

Select a Flower Type 

More Arrangements... 

Show Me!

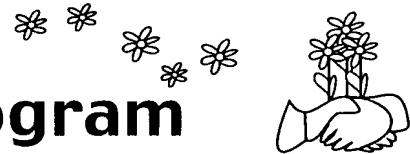
-  Home
-  About Us
-  Flower Guide
-  Flower Care
-  Shipping Info
-  Reminder Service
-  Customer Service
-  Monthly Contest
-  Track/Modify Order
-  How to Order



-  Customer Survey

Chocolates 

[vote](#) [results](#)



affiliates program

Join the Proflowers Affiliates Program

Earn commissions of between 7% and 10%!

Flowers are a wonderful way to mark a special occasion or holiday and to say "I love you," "Congratulations," "Get Well," "Happy Birthday," "Happy Anniversary," or "Keep up the good work!" Flowers are also a big business. In 1996, American consumers purchased almost \$14 billion of flowers.

With Proflowers, you can offer your Web site visitors beautiful fresh cut flowers and specially designed arrangements that are shipped direct from the grower via FedEx Priority Overnight. A fully automated system provides a direct link between the grower and FedEx, and the savings are passed along to the consumer. Your Web site visitors will save between 30% and 40% compared with other flower sites on the Internet.

Proflowers is pleased to announce that bluemountain.com, the leading electronic greeting card site, has joined the Proflowers affiliate network.

What you need to join the Proflowers Affiliate Network:

1. Read our Affiliate Network Agreement.
2. Complete the online application.
3. If you're accepted, we'll send you all the information that you need to get started.

Frequently Asked Questions

[Application Form](#)

[Affiliate Network Agreement](#)

Proflowers has been awarded a three star rating (the highest possible!) from [Refer-It](#), a leading affiliate rating service.

